



Company SP Energy Networks
Student/Degree: Una Radisic - MSc Digital Marketing
Manager: Joana Dowling
Project Title: Social Media Improvement and Trainee Recruitment Campaigns (Workforce of the future)

Project summary

I created and delivered a series of communications activities which aimed to attract and engage with our workforce of the future and to inspire more girls to pursue a career in engineering.

To achieve this, I designed and implemented a set of activities for the National and Scottish Apprenticeship Weeks, Awareness Days such as International Women in Engineering Day, World Engineering Day and similar, and I've also developed and delivered our trainee recruitment campaign.

I liaised with our trainees and senior engineers across the business to showcase their inspirational stories and different career journeys to inspire the next generation to join us and help us build the network of the future. Although static social media posts and news stories which I created in the initial stages performed well with 2-5 times higher than average engagement, I wanted to drive further engagement and provide an opportunity for this audience to directly engage with people behind the scenes. So I worked with our trainees to create content which illustrated what a day in the life of a trainee looks like, and to show what it really means to work in the engineering industry. I also combined that content with a Q&A feature on Instagram stories to provide an opportunity for our audience to ask questions and engage directly with our trainees.



Project Results

This interactive feature proved to be a very effective tool as it doubled our average reach and this content had 5-10x higher than average engagement rate. After this initial success, I hosted another Q&A with our HR team, which generated even more engagement with an engagement rate 20x higher than average. It also reached over 30k people and led to a 20% increase in the number of followers.

After attracting our target audience through these activities, their reactions to the first trainee recruitment post I shared boosted the engagement so much that the post went viral and reached over 150k people. We received 1000 applications within the first 3 days and throughout the rest of campaign these recruitment posts led to over 7000 clicks to the website.

These activities resulted in a 20% increase in our 13-24 year-old audience and by successfully engaging with them and inspiring them to pursue engineering careers, the results of this project will ensure we have a talented and diverse workforce of the future which will be key to delivering our vision of a cleaner, greener future.

What have you gained from your placement?

During my year in industry, I had a chance to apply what I have learned at university and test my creativity and digital skills through the projects I've completed. I was very fortunate to have an opportunity to test my ideas and implement the initiatives which I proposed. Having successfully delivered innovative solutions to reporting processes, social media engagement, community engagement, recruitment and other business priorities and challenges, I am confident that I can continue to drive innovation and continuous improvement through the initiatives like this one as I move forward in my career, university studies and professional development.

Company Manager's Comment

During the pandemic being able to respond swiftly and communicate effectively to customers through social was crucial as our communications response adapted through the various stages of lockdown. Una was responsible for developing our SPEN Heroes campaign featuring our employees making a difference in their communities. Her relentless pursuit of information, even when faced with some barriers during busy periods and ability to overcome challenges in obtaining content and imagery during lockdown restrictions, ensured she was able to effectively showcase our team members across our external and internal channels.

Joana Dowling, Communications Manager